

THE NCSTM
The National Citizen SurveyTM

Rio Rancho, NM

Trends over Time

2017



NRC
National Research Center Inc

2955 Valmont Road Suite 300
Boulder, Colorado 80301
n-r-c.com • 303-444-7863

ICMA

Leaders at the Core of Better Communities

777 North Capitol Street NE Suite 500
Washington, DC 20002
icma.org • 800-745-8780

Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report discusses trends over time, comparing the 2017 ratings for the City of Rio Rancho to its previous survey results in 2015 and 2008. Additional reports and technical appendices are available under separate cover.

Trend data for Rio Rancho represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Meaningful differences between survey years have been noted within the following tables as being "higher" or "lower" if the differences are greater than six percentage points between the 2015 and 2017 surveys, otherwise the comparison between 2015 and 2017 are noted as being "similar." Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in Rio Rancho for 2017 generally remained stable. Of the 129 items for which comparisons were available, 101 items were rated similarly in 2015 and 2017, 10 items showed a decrease in ratings and 18 showed an increase in ratings. Notable trends over time included the following:

- Residents saw improvement in six aspects of Mobility. Ease of travel characteristics and parking increased over time as did services related to street lighting, traffic signal timing and bus or transit services.
- Residents reported a boost in government performance related to community engagement, including acting in the best interest of the City, being honest and treating all residents fairly. Sense of community in Rio Rancho declined in 2017 compared to 2015.
- Residents evaluated the availability and affordability of child care/preschool and K-12 education less favorably in 2017 and fewer respondents felt Rio Rancho was an excellent or good place to raise children compared to 2015.

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Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)			2017 current rating compared to 2015	Comparison to benchmark		
	2008	2015	2017		2008	2015	2017
Overall quality of life	77%	77%	76%	Similar	Similar	Similar	Similar
Overall image	63%	68%	61%	Lower	Lower	Similar	Similar
Place to live	82%	84%	85%	Similar	Similar	Similar	Similar
Neighborhood	79%	83%	79%	Similar	Similar	Similar	Similar
Place to raise children	81%	83%	76%	Lower	Higher	Similar	Similar
Place to retire	74%	77%	72%	Similar	Much higher	Similar	Similar
Overall appearance	57%	65%	63%	Similar	Lower	Similar	Similar

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)			2017 current rating compared to 2015	Comparison to benchmark			
		2008	2015	2017		2008	2015	2017	
Safety	Overall feeling of safety	NA	83%	77%	Similar	NA	Similar	Similar	
	Safe in neighborhood	93%	91%	93%	Similar	Higher	Similar	Similar	
	Safe downtown/commercial area	92%	86%	87%	Similar	Higher	Similar	Similar	
Mobility	Overall ease of travel	NA	67%	72%	Similar	NA	Similar	Similar	
	Paths and walking trails	35%	47%	50%	Similar	Much lower	Lower	Similar	
	Ease of walking	39%	45%	49%	Similar	Much lower	Lower	Lower	
	Travel by bicycle	33%	32%	38%	Higher	Much lower	Lower	Lower	
	Travel by public transportation	NA	16%	13%	Similar	NA	Much lower	Much lower	
	Travel by car	45%	63%	72%	Higher	Much lower	Similar	Similar	
	Public parking	NA	66%	73%	Higher	NA	Similar	Higher	
	Traffic flow	34%	54%	56%	Similar	Lower	Similar	Similar	
	Natural Environment	Overall natural environment	65%	67%	67%	Similar	Lower	Similar	Similar
		Cleanliness	61%	65%	66%	Similar	Lower	Similar	Similar
Air quality		81%	77%	74%	Similar	Much higher	Similar	Similar	
Built Environment	Overall built environment	NA	48%	53%	Similar	NA	Similar	Similar	
	New development in Rio Rancho	57%	43%	47%	Similar	Similar	Similar	Similar	
	Affordable quality housing	55%	62%	66%	Similar	Much higher	Higher	Higher	
	Housing options	65%	61%	60%	Similar	Much higher	Similar	Similar	
	Public places	NA	49%	49%	Similar	NA	Similar	Lower	
	Overall economic health	NA	46%	42%	Similar	NA	Similar	Lower	
Economy	Vibrant downtown/commercial area	NA	16%	32%	Higher	NA	Much lower	Lower	
	Business and services	41%	49%	52%	Similar	Much lower	Similar	Similar	
	Cost of living	NA	49%	55%	Higher	NA	Similar	Similar	
	Shopping opportunities	27%	43%	41%	Similar	Much lower	Similar	Similar	
	Employment opportunities	21%	24%	23%	Similar	Much lower	Similar	Lower	
	Place to visit	NA	43%	41%	Similar	NA	Lower	Lower	
	Place to work	49%	46%	46%	Similar	Lower	Lower	Lower	
	Recreation and Wellness	Health and wellness	NA	64%	67%	Similar	NA	Similar	Similar
		Mental health care	NA	35%	32%	Similar	NA	Lower	Similar
		Preventive health services	NA	65%	62%	Similar	NA	Similar	Similar
Health care		52%	68%	62%	Similar	Similar	Similar	Similar	

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		Percent rating positively (e.g., excellent/good, very/somewhat safe)			2017 current rating compared to 2015	Comparison to benchmark		
		2008	2015	2017		2008	2015	2017
	Food	NA	59%	55%	Similar	NA	Similar	Similar
	Recreational opportunities	39%	47%	49%	Similar	Much lower	Lower	Lower
	Fitness opportunities	NA	53%	60%	Higher	NA	Lower	Similar
Education and Enrichment	Religious or spiritual events and activities	NA	67%	70%	Similar	NA	Similar	Similar
	Cultural/arts/music activities	24%	31%	31%	Similar	Much lower	Lower	Lower
	Adult education	NA	50%	46%	Similar	NA	Similar	Similar
	K-12 education	70%	78%	69%	Lower	Higher	Similar	Similar
	Child care/preschool	NA	54%	45%	Lower	NA	Similar	Similar
	Social events and activities	33%	36%	38%	Similar	Much lower	Lower	Lower
	Neighborhoodliness	NA	55%	54%	Similar	NA	Similar	Similar
Community Engagement	Openness and acceptance	NA	59%	64%	Similar	NA	Similar	Similar
	Opportunities to participate in community matters	50%	44%	49%	Similar	Much lower	Lower	Similar
	Opportunities to volunteer	55%	50%	53%	Similar	Much lower	Lower	Lower

Table 3: Governance General

	Percent rating positively (e.g., excellent/good)			2017 current rating compared to 2015	Comparison to benchmark		
	2008	2015	2017		2008	2015	2017
Services provided by Rio Rancho	65%	67%	63%	Similar	Similar	Similar	Similar
Customer service	68%	67%	69%	Similar	Lower	Similar	Similar
Value of services for taxes paid	48%	44%	44%	Similar	Much lower	Similar	Similar
Overall direction	53%	50%	52%	Similar	Much lower	Similar	Similar
Welcoming citizen involvement	44%	41%	47%	Similar	Much lower	Similar	Similar
Confidence in City government	NA	42%	44%	Similar	NA	Similar	Similar
Acting in the best interest of Rio Rancho	NA	44%	56%	Higher	NA	Similar	Similar
Being honest	NA	40%	53%	Higher	NA	Lower	Similar
Treating all residents fairly	NA	44%	56%	Higher	NA	Similar	Similar
Services provided by the Federal Government	41%	43%	31%	Lower	Similar	Similar	Similar

Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)			2017 current rating compared to 2015	Comparison to benchmark		
		2008	2015	2017		2008	2015	2017
Safety	Police	84%	87%	82%	Similar	Much higher	Similar	Similar
	Fire	92%	92%	88%	Similar	Higher	Similar	Similar
	Ambulance/EMS	89%	92%	86%	Lower	Higher	Similar	Similar
	Crime prevention	68%	69%	59%	Lower	Higher	Similar	Similar
	Fire prevention	73%	75%	67%	Lower	Similar	Similar	Similar
	Animal control	61%	57%	58%	Similar	Similar	Similar	Similar
	Traffic enforcement	69%	65%	62%	Similar	Higher	Similar	Similar
	Street repair	36%	26%	24%	Similar	Much lower	Lower	Lower
	Street cleaning	42%	34%	35%	Similar	Much lower	Lower	Lower
	Street lighting	41%	35%	48%	Higher	Much lower	Lower	Similar
Mobility	Snow removal	NA	NA	35%	NA	NA	NA	Lower
	Sidewalk maintenance	42%	NA	36%	Similar	Much lower	NA	Lower
	Traffic signal timing	45%	35%	46%	Higher	Similar	Lower	Similar
	Bus or transit services	NA	20%	31%	Higher	NA	Much lower	Lower
	Garbage collection	80%	79%	83%	Similar	Similar	Similar	Similar
Natural Environment	Recycling	71%	75%	75%	Similar	Similar	Similar	Similar

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		Percent rating positively (e.g., excellent/good)			2017 current rating compared to 2015	Comparison to benchmark		
		2008	2015	2017		2008	2015	2017
	Drinking water	57%	54%	59%	Similar	Lower	Lower	Similar
	Open space	NA	52%	60%	Higher	NA	Similar	Similar
Built Environment	Storm drainage	NA	50%	58%	Higher	NA	Lower	Similar
	Sewer services	76%	65%	67%	Similar	Higher	Similar	Similar
	Utility billing	NA	46%	45%	Similar	NA	Lower	Lower
	Land use, planning and zoning	29%	33%	38%	Similar	Much lower	Lower	Similar
	Code enforcement	35%	29%	37%	Higher	Much lower	Lower	Lower
	Cable television	49%	34%	33%	Similar	Similar	Lower	Lower
	Economy	Economic development	37%	35%	39%	Similar	Much lower	Similar
Recreation and Wellness	City parks	74%	74%	81%	Higher	Similar	Similar	Similar
	Recreation programs	67%	60%	62%	Similar	Similar	Similar	Similar
	Recreation centers	60%	57%	59%	Similar	Lower	Similar	Similar
	Health services	NA	64%	67%	Similar	NA	Similar	Similar
Education and Enrichment	Special events	NA	53%	53%	Similar	NA	Similar	Similar
Community Engagement	Public libraries	83%	84%	82%	Similar	Similar	Similar	Similar
	Public information	56%	53%	56%	Similar	Similar	Similar	Similar

Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2017 current rating compared to 2015	Comparison to benchmark			
	2008	2015	2017		2008	2015	2017	
	Sense of community	56%	56%	49%	Lower	Similar	Similar	Similar
	Recommend Rio Rancho	86%	88%	86%	Similar	Similar	Similar	Similar
	Remain in Rio Rancho	86%	85%	84%	Similar	Higher	Similar	Similar
	Contacted Rio Rancho employees	64%	47%	48%	Similar	Higher	Similar	Similar

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2017 current rating compared to 2015	Comparison to benchmark		
		2008	2015	2017		2008	2015	2017
Safety	Stocked supplies for an emergency	NA	32%	30%	Similar	NA	Similar	Similar
	Did NOT report a crime	NA	76%	71%	Similar	NA	Similar	Similar
	Was NOT the victim of a crime	90%	89%	85%	Similar	Higher	Similar	Similar
Mobility	Used public transportation instead of driving	NA	10%	10%	Similar	NA	Lower	Lower
	Carpooled instead of driving alone	NA	39%	41%	Similar	NA	Similar	Similar
	Walked or biked instead of driving	NA	39%	41%	Similar	NA	Lower	Lower
Natural Environment	Conserved water	NA	94%	92%	Similar	NA	Higher	Higher
	Made home more energy efficient	NA	78%	81%	Similar	NA	Similar	Similar
	Recycled at home	79%	89%	90%	Similar	Similar	Similar	Similar
Built Environment	Did NOT observe a code violation	NA	37%	46%	Higher	NA	Lower	Similar
	NOT under housing cost stress	NA	73%	75%	Similar	NA	Similar	Similar
Economy	Purchased goods or services in Rio Rancho	NA	96%	99%	Similar	NA	Similar	Similar
	Economy will have positive impact on income	11%	24%	25%	Similar	Much lower	Similar	Similar
	Work in Rio Rancho	NA	31%	34%	Similar	NA	Lower	Similar
Recreation and Wellness	Used Rio Rancho recreation centers	48%	55%	52%	Similar	Much lower	Similar	Similar
	Visited a City park	81%	81%	80%	Similar	Lower	Similar	Similar
	Ate 5 portions of fruits and vegetables	NA	84%	82%	Similar	NA	Similar	Similar
	Participated in moderate or vigorous physical activity	NA	85%	82%	Similar	NA	Similar	Similar
	In very good to excellent health	NA	65%	65%	Similar	NA	Similar	Similar

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		Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2017 current rating compared to 2015	Comparison to benchmark		
		2008	2015	2017		2008	2015	2017
Education and Enrichment	Used Rio Rancho public libraries	72%	64%	66%	Similar	Similar	Similar	Similar
	Participated in religious or spiritual activities	NA	49%	45%	Similar	NA	Similar	Similar
	Attended a City-sponsored event	NA	52%	39%	Lower	NA	Similar	Lower
	Campaigned for an issue, cause or candidate	NA	18%	26%	Higher	NA	Similar	Similar
Community Engagement	Contacted Rio Rancho elected officials	NA	16%	20%	Similar	NA	Similar	Similar
	Volunteered	33%	38%	34%	Similar	Much lower	Similar	Similar
	Participated in a club	19%	23%	20%	Similar	Much lower	Similar	Similar
	Talked to or visited with neighbors	NA	94%	90%	Similar	NA	Similar	Similar
	Done a favor for a neighbor	NA	80%	81%	Similar	NA	Similar	Similar
	Attended a local public meeting	30%	16%	21%	Similar	Similar	Similar	Similar
	Watched a local public meeting	38%	21%	19%	Similar	Much lower	Similar	Similar
	Read or watched local news	NA	86%	84%	Similar	NA	Similar	Similar
	Voted in local elections	NA	81%	84%	Similar	NA	Similar	Similar